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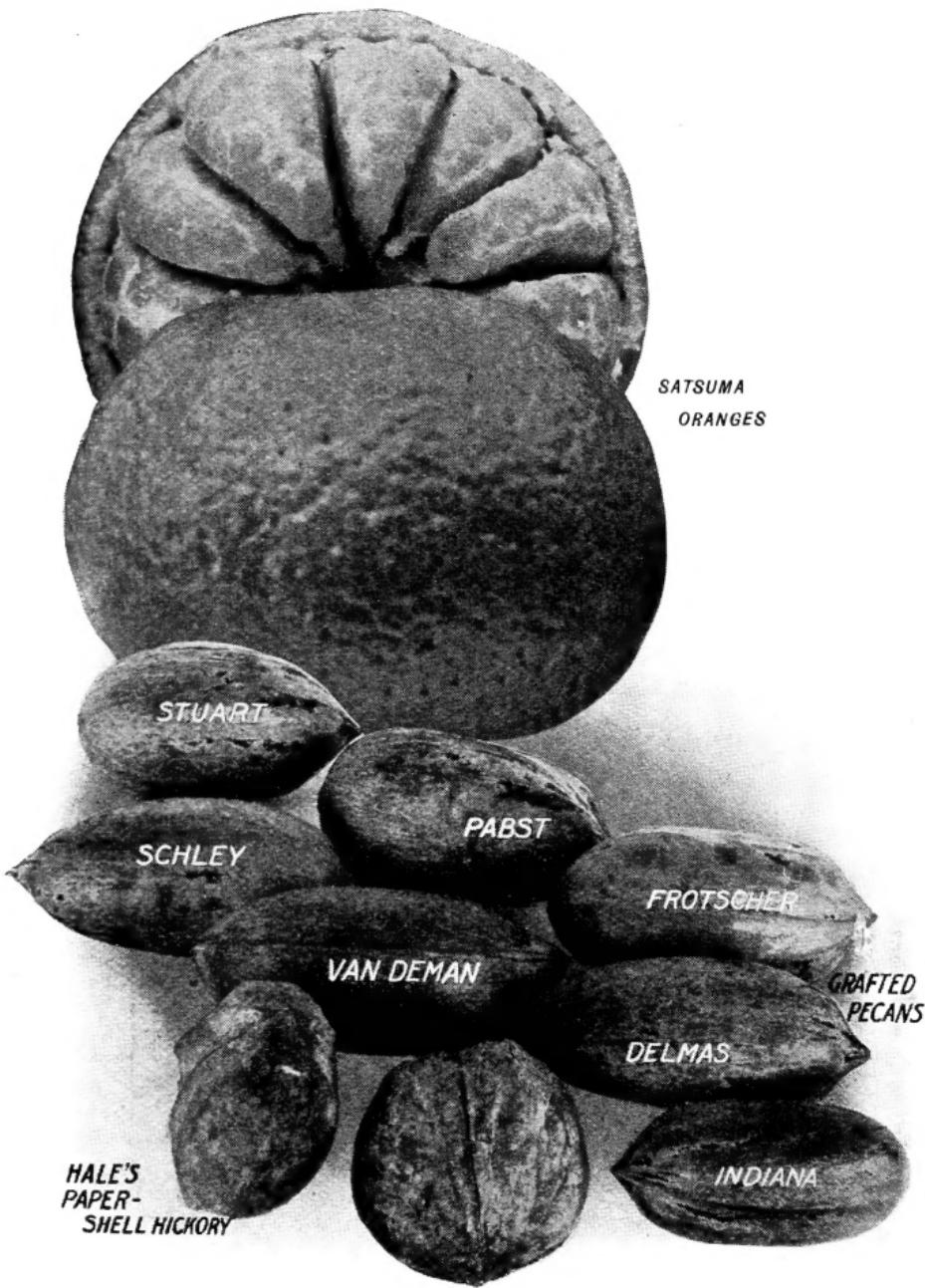
1910

SIMPSON NURSERY CO.

*SIMPSON BROTHERS
Proprietors*

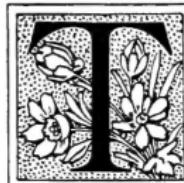
Specialists in the propagation of Grafted Pecans,
Satsuma Oranges and
Shell-Bark Hickories.
Highest excellence developed by entire attention
to these only :: :: ::

MONTICELLO  FLORIDA



Announcement

Monticello, Florida, Sept. 1, 1910



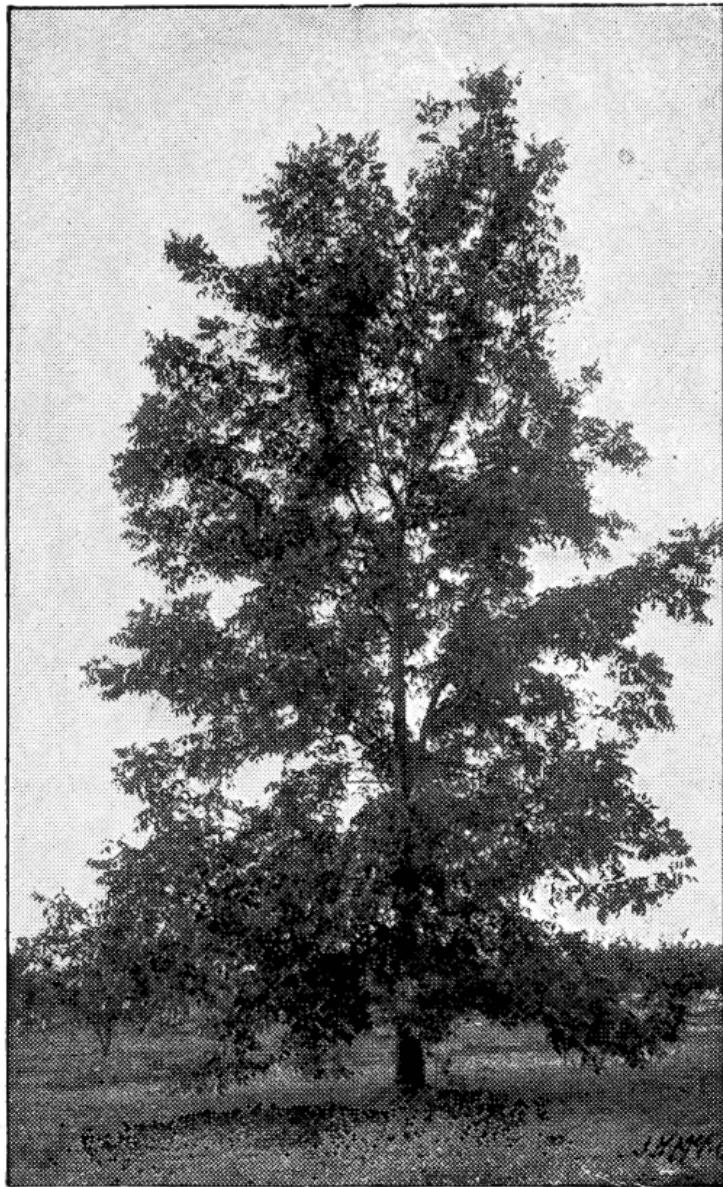
HERE has been no change in the ownership or personnel of the Nut Nursery Company. But it has been decided to change the name to Simpson Nursery Company, Simpson Brothers, Proprietors.

The Nut Nursery Company was formerly called The Florida Nut Nurseries. It was established in 1902, by Mr. J. F. Jones, whose efforts were exercised in growing a general line of nut trees. Mr. Jones was very successful in his work, and on January 1, 1907, when the present owners—Simpson Brothers—took charge of his plant, there was a large assortment of different kinds of nut trees.

Simpson Brothers, however, have always believed in the "specialist" idea. Since we have had charge of the Nursery we have gradually reduced the species of trees grown until at present only three are being propagated—the Pecan, the Hickory, and the Satsuma Orange. Only two of these, the Pecan and Orange, are grown in large quantities. By concentrating our efforts upon these two we have been enabled to produce a better grade of stock than is sent out by most Nurseries. It is largely due to this fact and to the personal attention given to details of the business, that we owe our success.

Sincerely yours,

R. C. SIMPSON
H. D. SIMPSON
R. A. SIMPSON



About Our Stock

We believe we have the finest stock of budded and grafted Pecans of genuine tested sorts in the South. From the start it has been our aim to get the finest varieties and grow the very best trees to be had regardless of expense. Simpson Nursery stock now contains what we know is successful for southern planting.

Our supply of propagating wood was originally secured from Mr. B. M. Young's fine top-budded orchard in southern Louisiana. From these scions we planted a five acre mother-block, which is now in bearing. The grafts we use are cut largely from these bearing trees, and from two other bearing orchards near Albany, Georgia. We are probably better supplied with tested, bearing propagating wood than any other large Nursery in the South.

Satsuma Oranges have received more attention than usual this season, and all who see our block say it is certainly something extra fine. The Hickory trees we have were propagated with grafts secured from the original Shellbark tree near Ridgewood, New Jersey—which is enough said.

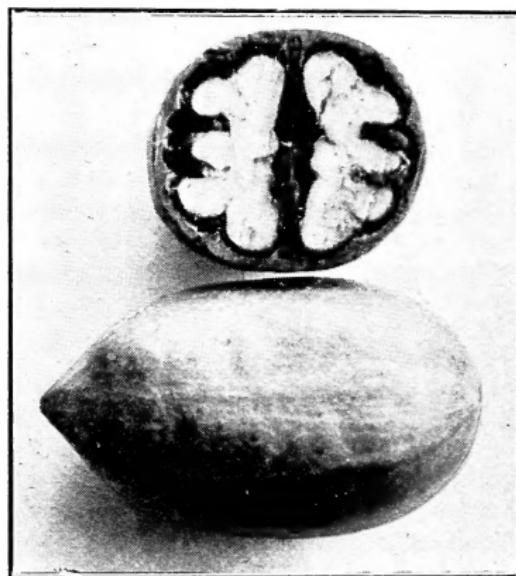
We thank our customers for their liberal patronage and support. It has enabled us to greatly increase our stock of grafted Pecans and Satsuma Oranges. This season we have a much larger and finer stock than ever before, but the demand is again exceeding the supply, and those wishing trees for fall or winter planting should get their orders in soon, before the assortment of varieties is broken.

THE PECAN

The Pecan—king of nut trees—has grown in the Mississippi valley in a wild state for centuries. It is only in the past few decades, however, that it has been largely planted throughout the entire South, and only very recently has it been given the place it deserves in our horticultural pursuits. Since grafting and budding have proved a success with it, as with other fruits, it has rapidly come to the front and today is attracting more attention in the South than any other horticultural product.

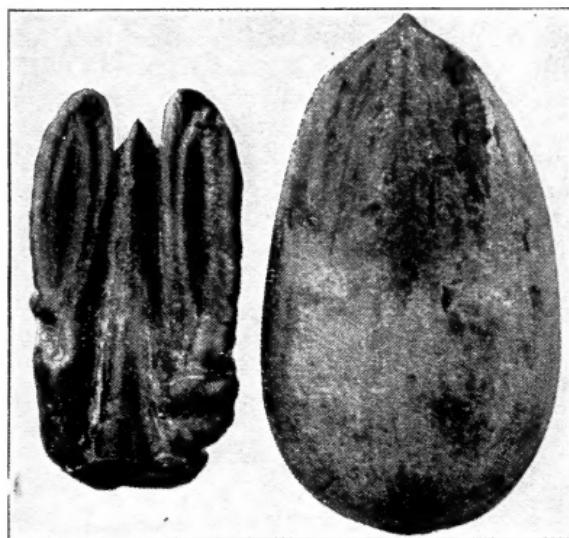
THE PECAN BELT

Pecan trees may be planted wherever cotton is grown, and some hardy varieties considerably farther north. In the native forest growth they extend as far north as middle Indiana, and along the river bottom lands in that state there can still be found some magnificent specimens of this noble tree. Some hardy varieties, a few trees of which are now being propagated by two or three nurseries, are being planted in considerable numbers north of the Ohio river.



FROTSCHER (see page 10)

When going into Pecan culture on a commercial scale, however, it is best to plant within one hundred miles, or at most, two or three hundred miles of the Gulf of Mexico if one expects to secure the best results possible.



PABST (see page 10)

SOIL

Do not plant Pecan trees on ground that will not grow good farm crops, although they will do fairly well on even the poorest soil. If you expect good results, you must plant your trees on good ground, and give them good care. Pecans flourish on nearly all types of our southern soils, but they are especially adapted to the rich alluvial lands of the lower Mississippi valley, and to the high pine and hammock lands running along the Gulf coast country. A sandy loam underlaid with a subsoil of clay or sandy clay, is fine for Pecans. Do not plant them on sandy ground which has no clay subsoil unless you have no better ground available. The clay holds the moisture and fertilizer, much of which will escape in pure sandy soil.

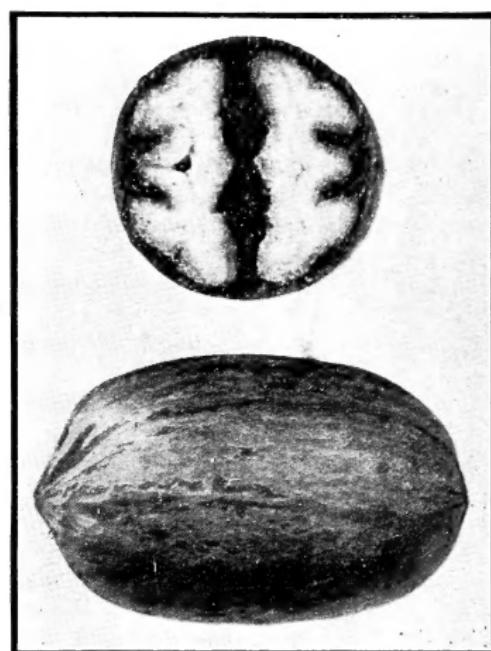
CULTIVATION

Pecan trees should be cultivated just the same as other fruit trees, and if this is properly done, the fertilizer bill will be greatly reduced. During the growing season the tree rows should be cultivated at least once every two weeks, and oftener if possible. It is especially desirable to cultivate after each rain to hold as much of the moisture as possible. Farm crops, especially cow peas, velvet beans and beggar weed can be grown between the tree rows to advantage. Five or six feet should be left on each side of the row, and as the trees get larger this can gradually be increased until the trees require the entire space. It is a fine practice to plant the orchard ground in velvet beans the year before it is set to trees, and to turn this heavy growth of vines under just before planting.

FERTILIZATION

Fertilizing is not necessary on the rich alluvial lands of Louisiana, and similar sections, but in most sections of the South more or less fertilizer is required to push the trees into satisfactory

growth. Light applications of stable manure, or better still, poultry manure, will make Pecan trees grow off nicely. It is impossible, however, to get this in quantity in many places, and it is usually necessary to depend on commercial fertilizers. In this region we find a complete fertilizer, 5-5-5, answers the purpose nicely. For Pecan trees we prefer some kind of organic nitrogen as blood or blood and bone (the bone contains phosphoric acid). Thomas phosphate is another fine source of phosphoric acid as it also contains a large percentage of lime. For potash, wood ashes or sulphate of potash do nicely. Different soils require different fertilizers, and if in doubt, write your State Experiment Station, describing your soil and sending them a sample.



STUART (see page 10)

PRUNING

Little pruning is needed, and after the head of the tree is established at the height desired, it is almost entirely unnecessary. An occasional branch may need to be removed if it crosses or crowds another, but this seldom happens. When the tree is planted, trim it to a straight stem but do not cut this stem back at all unless it is higher than where you wish the top to form. In this case, cut it back to the height desired, which, in our opinion, should be about 5 feet high.

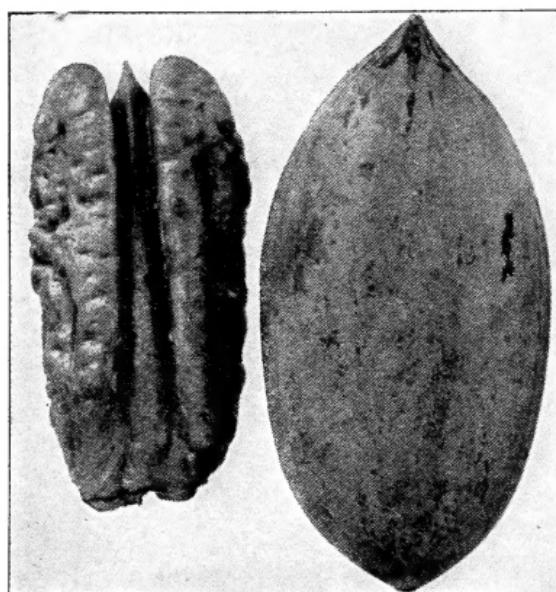
AGE OF BEARING

Grafted or budded Pecan trees, if they have been given good attention, should begin to bear the fifth or sixth year. One will occasionally see a few clusters of nuts on three- and four-year old trees but this is unusual, and cannot be expected. In this section of the country they should begin to bear paying crops by the seventh or eighth year. A ten-year-old tree, if properly

fertilized and cared for, should bear from thirty to forty pounds of nuts. After this the increase in yield is rapid. We have known grafted trees eight years old to produce eighty pounds of Pecans, and know of one seedling tree in Monticello which bore over 600 pounds at twenty-two years of age. These record yields, however, cannot be taken as an average. Most varieties are regular annual bearers, and entire crop failures are unknown.

VALUE OF A PECAN ORCHARD

We consider the planting of a Pecan orchard the best investment a land-owner can make. It is even better than life insurance as the trees will live and bear for generations after the man who plants them has passed away. We figure



DELMAS (see page 9)

that an orchard planted on good ground, with good trees, is worth \$100 per acre at the end of the first year. At a low estimate, the grove should increase in value at the rate of \$50 per acre per year. At the end of five years this will be \$300 per acre, and at the end of ten years, \$550 per acre. Eight per cent interest on \$550 is \$44. Now, if there are twenty trees to the acre, and they bear only 25 pounds per tree, this would be 500 pounds of nuts. These at only 20 cts. per pound (they are now bringing 50 cts. wholesale) would bring \$100. From this calculation one can readily see that this valuation is conservative.

DEMAND AND SUPPLY

Some of our readers may think that there are so many Pecan trees being planted that the demand for the nuts will soon be supplied, and the price drop accordingly. This condition, however, we feel certain will never come to pass. The United States is now importing other nuts to the valuation of \$10,000,000 annually—and we can put our Pecans on the world's market, as they are

grown nowhere except in this country. The change in prices of seedling nuts which have been the chief supply so far has been constantly upward for the past ten or fifteen years. Compare Pecans with apple trees which have been grown almost over the entire United States for many years, and an increased acreage is being set out each season, yet the price of apples is advancing rather than depreciating. Nuts have become more and more popular as foods, and the uses to which they are put are increasing steadily. As we see it, the chief problem is to produce the nuts—they will sell themselves if given a chance.

PLANT GOOD TREES

Don't make the mistake of planting inferior trees because they are cheap. Buy the best trees available, and plant a smaller number rather than buy inferior stock. A few extra cents put on the purchase price of Pecan trees will pay you a big interest throughout the entire life of the orchard. Buy only from reputable nurserymen—it pays! Give him a reasonable price for his trees; he will make a small profit, and you will get value received. In the long run inferior trees usually cost many times the price of good stock.

AS A SHADE TREE

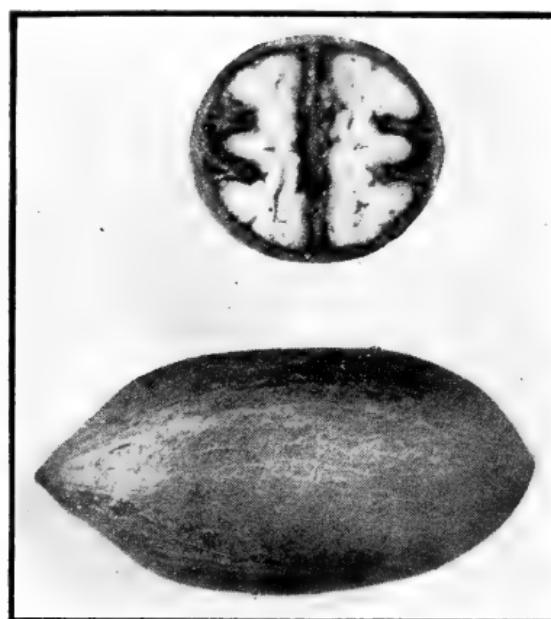
The Pecan tree is not only useful for its fruit, but as a shade tree it is unsurpassed, and should be more widely planted on lawns and streets. The trees get big quickly, grow to be 100 to 150 feet high, and are very gracefully shaped with striking nut-clusters in their green and russet colors and interesting outline. Even the wood is valuable and makes high-grade lumber.

Plant the Pecan tree by the roadside and earn a thousand times more credit than if you put in a worthless Carolina Poplar or Cottonwood.



Part of our 75-acre 3-year-old Pecan Grove. Nursery seedlings between tree rows

Wouldn't it be better to get a golden harvest of nuts rather than a worthless crop of leaves? Every one needs a few trees to produce a couple of bushels of choice nuts for eating, or to send away to some less fortunate friend—and there is no reason for not having enough trees to yield a dozen tons to sell. For beautifying country and city estates, for utility and ornamentation, profit and pleasure, now and tomorrow, the Pecan is something we of the South can count on.



VAN DEMAN (see page 11)

Varieties Described

Alley. A nut of medium size and very good quality. Tree a rapid grower and a young, prolific bearer. Has not yet been sufficiently tested to be sure of its commercial success.

Carman. Originated at Mound, La., and introduced by Mr. Samuel H. James. This is a large and very long nut; sometimes does not fill well at tips. It is very attractive and will doubtless sell well on the market. We suggest it for trial especially in the lower Mississippi valley.

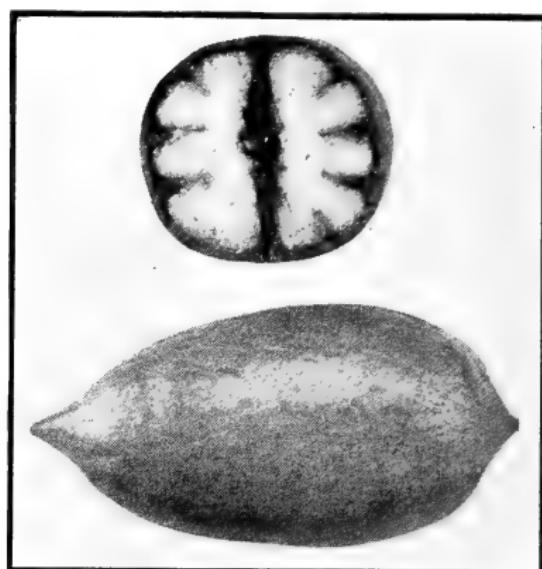
Collingwood. Also originated at Mound, La., and highly recommended by Mr. Samuel H. James. It fills well and is of very good quality. In our opinion it is superior to the Carman, although not so large or attractive in appearance. Try it.

Curtis. A medium-sized nut, with thin shell, well filled with a kernel of excellent quality. A very young and heavy bearer and healthy tree. This is one of the very best varieties for home planting and were it a little larger could not be surpassed as a commercial variety.

Delmas. A large nut of good quality. Shell of medium thickness and usually fills well. Tree a very strong, healthy grower, and early and prolific bearer. One of the very best commercial varieties for this section. (See cut page 7.)

Frotscher. Nut large; shell thin; cracking quality very good, but sometimes does not fill well. Tree is a strong, stocky grower and bears well. Frotscher is one of the oldest varieties, but since other more promising sorts have become better known it has not received so much attention as formerly, except in a few localities where it seems to be doing well. (See cut page 4.)

Moore (Long). Size medium; shell brittle and thin, cracking quality excellent; flavor sweet and quality very good. The tree is a good grower, healthy, and the most prolific bearer we have seen in this section of the country. The nuts ripen very early and can be marketed in September. A valuable variety, though too small to attract the average commercial planter.



SCHLEY

Pabst. Originated near Ocean Springs, Miss. One of the finest large soft-shell Pecans. Trees coming into bearing in this section are showing up very well. (See cut page 5.)

Russel. Size medium to large, shell very thin and cracking quality excellent. The kernel is sometimes shrunken at one end, but quality good. Recommended especially for southern Louisiana or other alluvial soils bordering the Gulf. In our region does by far the best in comparatively low, rich ground.

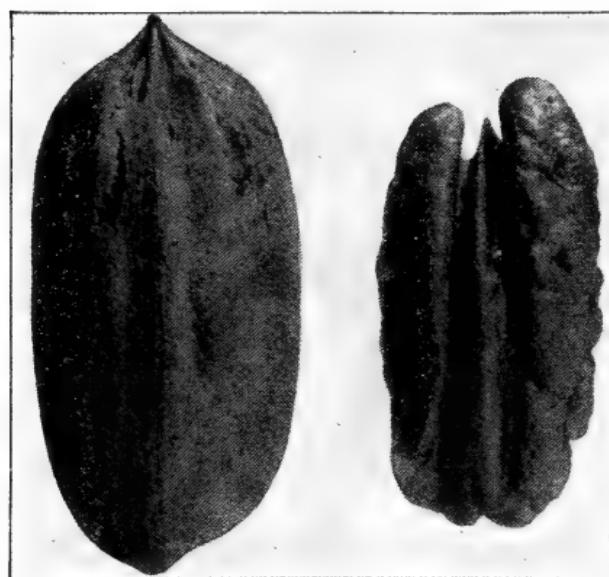
Schley. Originated at Scranton, Miss. In excellence of nut Schley is unsurpassed being about as near all meat as it is possible to be. Nut large; shell dense, brittle and very thin. The Schley has, within a few years, forged rapidly to the front and is now placed at the head of the list by many growers. Certainly it is a most excellent variety both for home and commercial planting.

Stuart. One of the oldest and best known of the standard varieties. Nut large; shell rather thick but soft; filling qualities unsurpassed. The tree is a strong healthy grower. Stuart is a

very popular commercial variety, and one of the safest to plant. (See cut page 6.)

Success. Size large; shell thin; cracking quality very good; fills well; quality very good. Success is one of the most promising new varieties, and where the trees are coming into bearing they seem to be inclined to bear young and prolifically.

✓ **Van Deman.** Size large; shell fairly thin and soft; fills well; cracking quality excellent; quality very good. The tree is a good grower and heavy and regular bearer. In the last few years Van Deman has been superseded as a commercial sort by some of the newer varieties, although in some sections it is still one of the most popular. (See cut, page 9.)



INDIANA

HARDY VARIETIES

✓ **Indiana.** Originated about twenty miles north of Vincennes, Indiana, and introduced by us in 1908. The original tree stands on the rich Wabash river bottom land and is a good, strong vigorous grower. So long as we have observed the tree, it seems to be a heavy bearer. The nut would be classed as small, but for that region is large, has a remarkably thin shell and is well filled with a kernel of excellent quality. The flavor somewhat resembles that of a shell-bark. We consider this variety by far the most hardy Pecan now being propagated, and especially recommend it for the northern edge of the Pecan belt. We graft it on seedlings grown from Indiana Pecans, which should make it especially well suited for the North.

✓ **Mantura.** Originated in Surrey County, Va. A large well-filled nut, with very thin shell. Flavor sweet and quality very good. Tree hardy and a good bearer. In our opinion, the Mantura is one of the best Pecans that has yet been developed for northern planting. Northern farmers should learn more about it.

Money-maker. Originated at Mound, La Size medium; kernel plump; quality very good; ripens very early. A strong, healthy, vigorous-growing tree and very prolific bearer. Mr. James, the introducer, claims that this variety is very hardy, and that it has withstood without injury some very cold winters in southern Illinois. Money-maker is also showing up well in the South.

PRICES OF BUDDED OR GRAFTED PECAN TREES

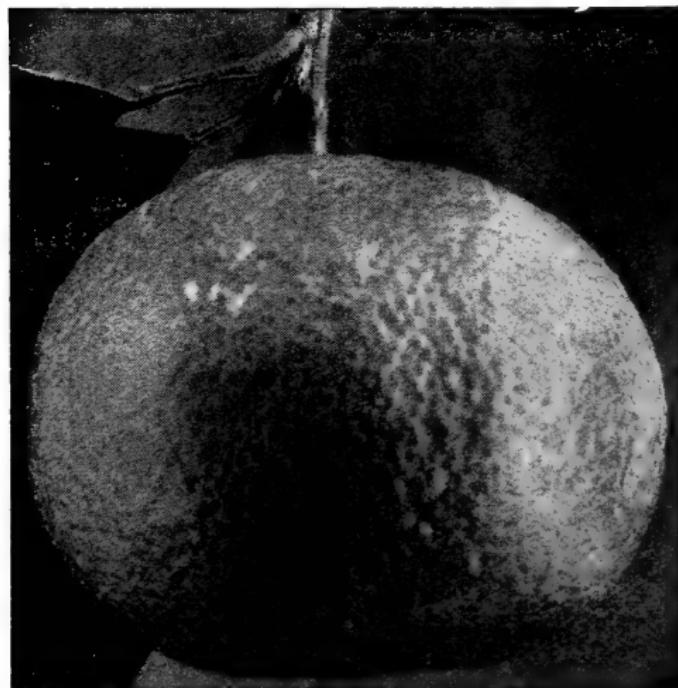
	EACH	10	100	1000
2 to 3 feet high	\$.80	\$7.50	\$70.00	\$650.00
3 to 4 feet high	.90	8.50	80.00	700.00
4 to 5 feet high	1.10	10.00	90.00	850.00
5 to 7 feet high	1.50	12.50	120.00	1100.00

THE SATSUMA ORANGE

There are four main groups of citrus fruits cultivated in America—sweet oranges, pomelos, lemons and mandarin oranges. The Satsuma belongs to the mandarin group, and, since its many good qualities have been discovered, has lately been much sought after. It is without doubt the most important citrus fruit that has been introduced from Japan.

The tree is of spreading growth, smaller than most other kinds, and entirely thornless. Bears young and prolifically; fruit medium size, flattened, with smooth yellow skin. Flesh tender and juicy, segments separate easily, delicate flavor and usually free of seeds. Ripens in October and November in ample time to put on the market before Thanksgiving, when Oranges bring fancy prices.

The Satsuma Orange, when budded on citrus trifoliata stock—it is worthless if budded on anything else—is the hardiest of all edible



SATSUMA ORANGE



SATSUMA ORANGES

Oranges in cultivation. It is best adapted to northern Florida, southern Alabama, Louisiana, Mississippi and Texas, and has been known to withstand a temperature of 15 degrees Fahr. without injury.

The Satsuma does best on land which holds moisture well, and for this reason is not usually successful on the light sandy soils of south Florida. In our region, a sandy loam with a clay or sandy-clay subsoil seems best suited to their highest development. In Louisiana, however, and other sections, they do equally well on the rich alluvial lands.

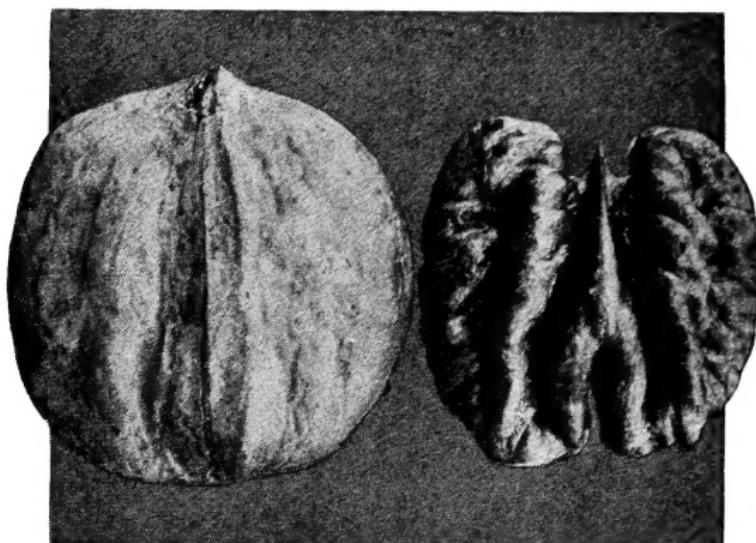
Satsuma Orange trees are being planted by the hundreds of thousands in Texas, and to a lesser extent in all the other Gulf states. If not able or desirous of putting out a large grove, every one living in this region should at least have enough trees for home use. We have a large and very fine stock of Satsumas, budded on genuine citrus trifoliata, to offer this season. This Orange, however, is proving so very profitable that the demand for trees has always exceeded the supply. It is therefore very important to order early if you expect to plant this season.

PRICES OF SATSUMA ORANGE TREES

	EACH	10	100	1,000
1 to 2 feet high.....	\$0 35	\$3 00	\$27 00	\$250 00
2 to 3 feet high.....	45	4 00	35 00	325 00
3 to 4 feet high.....	55	5 00	45 00	425 00
4 to 5 feet high.....	65	6 00	55 00	

SHELLBARK HICKORY

The Shellbark is slow of growth and is slow coming into bearing. This, however, is the only drawback to its culture, as the tree is very hardy and healthy, requiring practically no care, and, like the Pecan, lives to a very old age. The nut is certainly one of the finest that North America produces. There are few of us but who have recollection of the Hickory Nuts we used to crack, and would like to again. The tree is more widely distributed than any other nut, and does just as well in Maine as in Florida; it is found in a wild state over nearly the whole country, and should be more extensively planted.



Hales Paper-Shell Hickory

Andrew S. Fuller, in his books "The Nut Culturist" and "Practical Forestry," gives this variety first place among all sorts of Shellbark Hickories. He says: "One of the most distinct and valuable varieties that has ever been brought to my notice is Hales Paper-shell Hickory Nut. I first became acquainted with it fifteen years ago, and the next season described it under this name. The original tree is now growing, with several other Shellbark Hickories, near the Saddle river, on the farm of Mr. Henry Hales, about two miles east of Ridgewood, New Jersey. This tree is a large one, probably over a hundred years old, and produces a fair crop of nuts annually."

This handsome variety is well represented in the accompanying illustrations. Fig. 9 shows the whole nut, natural size. Fig. 10 shows the meat. The kernel is thick and the shell extremely thin. The general appearance is quite similar to the English Walnut. The surface is broken into small depressions, instead of angles and corrugations, as usually seen in the large varieties of the Shellbark. The shell is much thinner than in many of the southern Pecan nuts that reach the northern markets.

We have a very limited number of these trees, grafted on Pecan stock which was grown from northern nuts. The price is \$2 each.

Some Brief and Important Suggestions to Planters

Do not allow roots to be exposed to the sun or to a drying wind.

Unpack trees at once on arrival; plant at once, or heel-in, in a moist shady place.

Dig holes large and deep enough to hold all roots without cramping.

If subsoil is hard, break it up deeply in the hole.

Be sure there are no dead air spaces in the hole; fill with fine top soil.

Put fertilizer around edge of hole near surface. Don't get it near roots.

Keep a clean surface of several feet encircling the tree by frequent hoeing or cultivations.

Cultivating crops between the trees is good for the orchard for a while if a proper rotation is used so as not to impoverish the soil. Cow peas, velvet beans, beggar weed, etc., will enrich it.

Pecans require little pruning—merely shape the tree properly.

Pertinent Points

We do not employ agents, and we are responsible only for stock purchased direct from us.

You must order early, to be sure of getting what you need. The demand for Satsuma Oranges, and improved varieties of Pecans, always cleans out our stock quickly. As orders are filled in rotation, it is important that we get yours before the assortment is broken. Order now.

If not convenient to remit the whole amount, send one-fourth with order, and we will reserve the stock subject to your further directions.

We guarantee every tree sent out to be well grown, well rooted and properly handled and packed. When budded or grafted trees are shipped, we guarantee varieties to be genuine.

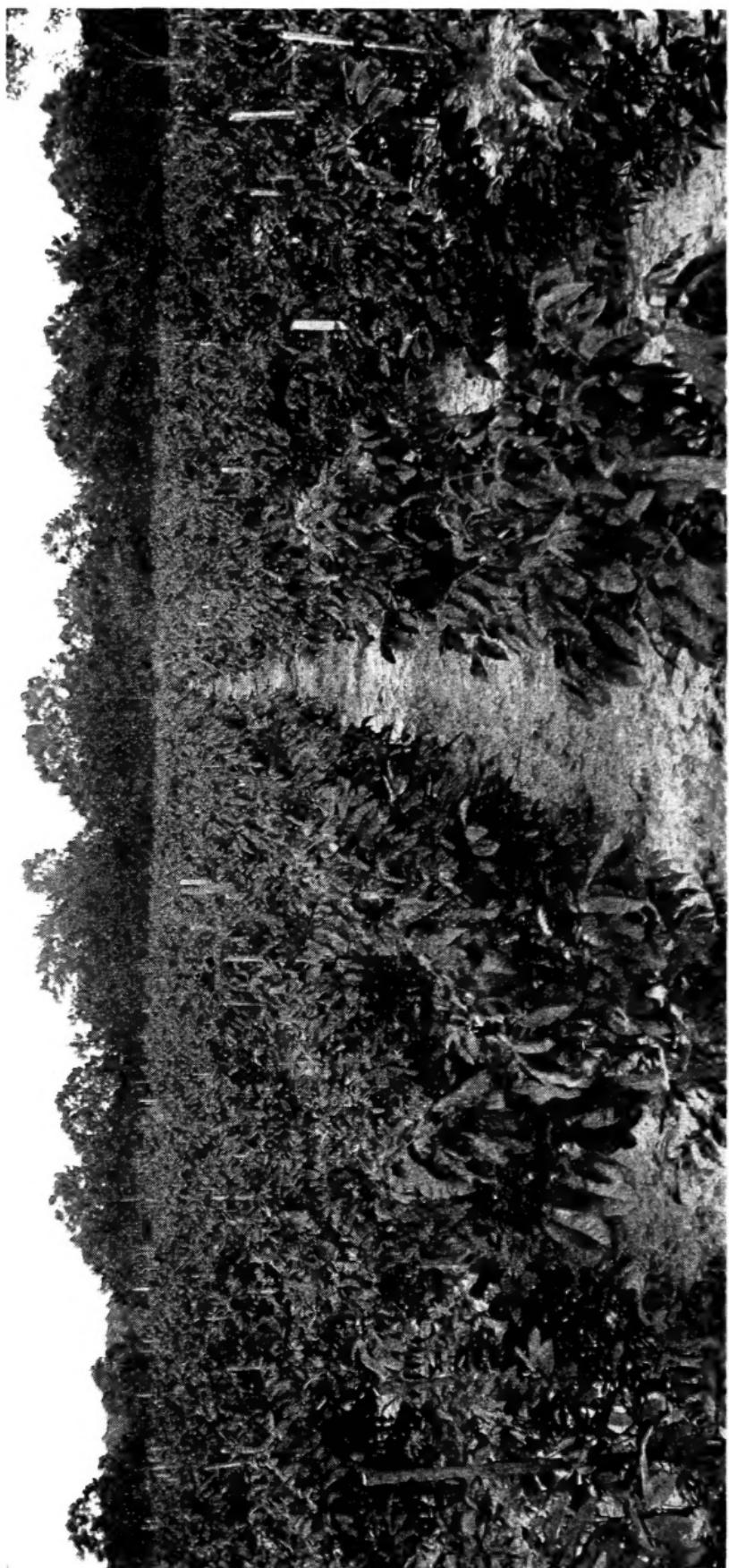
If any variety ordered should accidentally not prove true to label, we will either replace the tree free of charge or refund the purchase price, but are not liable for further damage.

Our shipping season begins in November and continues until March 15.

The prices herein replace all previous quotations. They are for quantities specified, except that 5, 50 and 300 will be supplied at the 10, 100 and 1,000 rate, respectively.

Customers will oblige us by using the order-sheet herewith. Be sure to sign your name and give both full post-office address and shipping directions. **Write very plainly.**

Send money by Bank Draft, Post-office or Express Money Order, or Registered.



Block of grafted Pecan Trees in our Nursery. Photographed in June, when they had attained about half their season's growth.

SIMPSON NURSERY CO.
MONTICELLO, FLORIDA